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wichealth

ONE MILLION

Lessons Completed

**One million lessons completed.**

**In one year.**

**That's what we realized this past fiscal year.**

I remember when we hit nearly 6,000 the first full year of wichealth.org. That was for the fiscal year 2003, and we thought we were hot stuff. We had three wichealth.org lessons and were serving clients across all six states in the Midwest region. To reach almost 6,000 clients on a shoestring budget—we couldn't believe the impact we had made.

In the fiscal year of 2018, fifteen years later, we reached over one million lessons. Today, we provide over 50 lessons, serve clients in 30 states, and offer a far more robust system. Doing the math, I figure we are impacting about 15% of all WIC clients. Remarkably, this means we are serving at least 5% or more of ALL children under the age of five years old living in the United States.

From our first year of reaching .03% of all children under the age of five in the U.S., we have experienced a 17,500% increase in the number of lessons delivered to WIC clients. So now, we are really feeling like hot stuff.

I can't wait to see how we feel once we hit the two million mark per year...As always, we are grateful for your keen partnership and venturing down this road with us!

Healthy Regards,  
Bob

## Preparing for the Holidays

Easy Kitchen Tool Substitutions Guide

Rolling Pin	➤ Carefully use a sturdy bottle.
Food Processor	➤ <b>For dicing and shredding:</b> Dice ingredients as small as possible with a good kitchen knife, or use a grater. ➤ <b>To blend:</b> Use a wire whisk, potato masher, fork, or place the ingredients in a resealable plastic bag and use a rolling pin or bottle to mash and blend the ingredients.
Blender	➤ Use a hand mixer.
Garlic Press	➤ The tines of a fork can also be useful for mashing garlic. Just place the tines flat against a cutting board and rub a whole, peeled garlic clove against them.
Egg Separator	➤ Crack the egg into a bowl and grab an empty plastic water bottle. Sequence the middle of the bottle like a turkey baster; rest the mouth of the bottle on the yolk, and slowly release your squeeze. The yolk will be sucked right into the bottle.
Jar opener	➤ Cut a new tennis ball in half and place on top of jar. The rubber on the inside of the ball will grip the jar lid and help loosen it.
Potato masher	➤ Interlace the tines of two forks together (the forks should be facing each other) and mash away.
Cooling Rack	➤ Simply flip over cardboard egg trays (you'll need two, spaced a little bit apart) and set the baking pan on top. You can also use butter knives. Place them in rows on your counter, alternating directions.
Flour Sifter	➤ Put a mesh colander over your mixing bowl, filling it with the needed amount of flour, and gently tapping or shaking it until the flour falls through. You can use this for powdered sugar as well.
Pastry Brush	➤ An unused toothbrush is the perfect substitute for a pastry brush. A paper towel will also work in a pinch.
Lemon/Lime Juicer	➤ Though you can simply squeeze with your hand, placing the fruit in the middle of a pair of long handles will express more juice.

Health eKitchen can help when you find yourself without an ingredient or a kitchen tool while preparing that holiday meal.

Instead of heading to the store, did you know that Health eKitchen has some really great resources?

Amongst the variety of topics, you can find the [Easy Kitchen Tool Substitution Guide](#) for the must-have tool AND [Common Substitutions](#) for that one ingredient you are missing.

We strive to make our clients' lives easier. Together, these two resources have gained almost 1,200 likes!

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## Spanish Review

Existing Lessons

Lessons are reviewed on a rotating basis to ensure links are working and content is compliant with current WIC guidelines. If any of our Spanish speaking partners are interested in reviewing a pathway in one of the lessons, please email [libiamorrow@gmail.com](mailto:libiamorrow@gmail.com).

### **Spanish lessons reviewed during the month of December:**

- Preparing for a Healthy Pregnancy
- Meatless Meals for Busy Families
- Make Mealtime a Family Time
- Eat Well- Spend Less
- Choose MyPlate to Build a Healthier Family
- Simple Ways to Include Seafood in Family Meals

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## Dialoguing about Dialogue



Over the past several years, our content team has grown from two to eight amazing people. These eight people equal five full-time positions. They include writers, translators, copy editors, and project managers. With each new addition, we have gained a valuable new skill set and a fresh perspective. Our team's growth is the direct result of additional funding received from developing two new platforms. This funding has also provided an opportunity to work on additional lessons that will be available to WIC participants over the course of this fiscal year.

### **New Hires Means New Training**

Newly hired team members create a necessary opportunity for training. For us, it has also provided the chance to evaluate our processes and application of theories and models within our lessons. As most of you know, our goal at wichealth is not to just deliver information; our goal is to engage with the participant in a way that encourages and ensures behavior change. As we recently developed training for our new hires, we took a deep dive into analyzing how we create content and why we do it the way we do.

### **Choose Your Words Carefully**

Part of this analysis focused on our wichealth.org style guidelines regarding voice (often referred to as tone). These guidelines are firmly rooted in the foundation of behavior change theory and the guiding principles of Emotion-Based Messaging and Motivational Interviewing. In grounding ourselves this way, we ensure each of our lessons is

conveyed with a voice that is respectful, friendly, empathetic, and encouraging. Our messages use language that is accessible to readers at many levels; it centers in “plain” language that avoids metaphors, colloquialisms, slang, and potentially (albeit unintentional) shaming phrases. While consciously choosing our words and phrases, we will also create messages that are motivating, relevant, acceptable, all while creating the feel of a real conversation between a counselor and a client.

### **Open Communication**

Needless to say, finding the balance in using simple, accessible languaging practices while creating a meaningful conversational tone is a challenge. To meet our goals, we rely on the help of our reviewers’ keen eyes and experiences. Each time we receive notification from our reviewers regarding our languaging, we engage in another opportunity to consciously consider our practices. Sometimes, this means taking the time to learn more from our partners about the clients we serve from afar. Other times, it means taking the time to teach our partners about the current research-based online education best practices. In the end, the mutual commitment to maintain an effective dialogue proves invaluable.

**As we progress in growth, we continue to appreciate the special relationship and listening we share with our state partners. In the end, this relationship ensures that we deliver the best possible experience for the people we are all committed to serving.**

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## **Did You Know?**

Your local WIC staff can now  
subscribe to our monthly News  
and Updates!

[Click here](#) or share the link

below with others that might be interested in keeping up with all things wichealth!

**Subscribe to monthly news and updates from wichealth:**

**<http://eepurl.com/dPg1Rv>**



## State Highlight: South Carolina



Berry Kelly, WIC Director for South Carolina, was the featured speaker during our Steering Committee call held on November 28, 2018.

South Carolina joined wichealth in 2017. In less than two years, they have the third highest number of lessons completed.

In addition, they rank in the top three states for the total percentage of WIC clients to complete at least one lesson.

During our Steering Committee call on November 28, 2018, he shared with us their success story:

Mr. Kelly said that in 2009, South Carolina began using web-based education classes. At that time, they had eight classes, but “they left a

lot to be desired.” He added, as he traveled the state, participants asked for not only more web-based classes but better web-based classes.

In 2015, South Carolina began researching other online nutrition education options and found wichealth.org. Mr. Kelly said, “wichealth was easy to use, and the materials were evidenced based and updated constantly. The product was a great fit for South Carolina.” Additionally, with more than 28 state partners, wichealth had a tested history. And, as an added benefit: wichealth interfaced with South Carolina’s MIS, CARES.

Before transitioning to wichealth, South Carolina invited Kimbra Quinn, Recruitment and Retention Coordinator for wichealth, to present to the South Carolina WIC leadership team. The presentation helped to develop buy-in and generate enthusiasm across the state.

South Carolina provided wichealth flyers and rack cards in English and Spanish to all 76 health departments throughout the state. Also, the website was updated to announce WicHealth. It included information about Sylvia Davis, the Nutrition Education Coordinator for South Carolina, and her 4 additional trainings for staff across the state.

In May 2017, South Carolina began using wichealth. More than 4,300 lessons were completed during the first month. They found that participants were using wichealth as early as 4:00 am and as late as 10:00 pm. South Carolina used the statistical reports provided by wichealth to share usage across the state by region. This created a healthy completion among the regions and unexpectedly generated more usage.

***“We have seen a recent increase in participation because it is removing the barrier of transportation. Participants don’t have to take off work if they are not high risk.”***

Today, South Carolina has more than 8,300 active accounts and 70%

of lessons are completed by mobile phones. Mr. Kelly said, “Our participants are tech-savvy. . . [they] love the web-based training offered by wichealth.org.”

South Carolina requires all staff to participate in the wichealth Academy to ensure they have a better understanding of the behavior change aspect of wichealth. In addition, all staff receives the monthly newsletter created by wichealth.

“We enjoy and value the relationship we have with wichealth,” stated Mr. Kelly

## HELP DESK STATISTICS

### FIRST REPLY TIME

December	November
2.61 Hours	2.63 Hours

### SATISFACTION RATING

During the month of December, our help desk had a 96% satisfaction rating as compared to 94% in November.

**Our Helpdesk tracks the satisfaction of both WIC staff and clients after using our service.**

"The representative was very detailed and thorough about the next steps that I should take in finding my answer to my question. =) She was very polite, thanks!"

Wisconsin

"The support was great. Renee kept emailing me with questions to help the process go very much to my issues."

Missouri



"Response was timely and helpful."  
Kansas

## Spanish Review Team Save the Date

**Mark your calendar for the next Spanish Review Team Meeting!**

**Friday, January 4 at 2:00 PM ET**

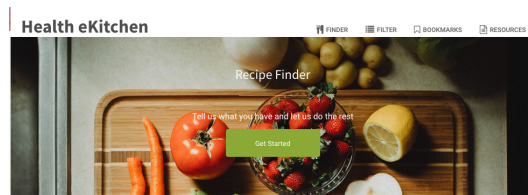
If any Spanish speaking partners would like to join us, please email Poppy at [poppystrode@gmail.com](mailto:poppystrode@gmail.com). We meet once a month for an hour, and we would love to add new members from different parts of the country! The Spanish Review Team provides input on the Spanish side of [wichealth.org](http://wichealth.org).

### **December Notes**

During our December meeting, we discussed how to make lesson titles more engaging for the Spanish speaking population.

## In Progress

Health eKitchen in Spanish is in progress! We are very excited to have this very useful tool available for our Spanish speakers.



## Let's Hear It

**We love to hear what your clients are saying, and we think you will too! Check out the comments we found from your clients during the month of December.**



I have had WIC for quite a while and it has been so helpful in so many ways. One example is that I took a wichealth lesson on introducing a cup to my baby. Even though I had already introduced a cup to my sons a few years before, when it came time to introduce one to my baby it was different. She had a bottle instead of being breastfed and she has been ready for every new introduction much sooner than my son was. After taking the wichealth lesson, I was able to purchase just one cup to start with based on the suggestions in the class and it was a success. I couldn't afford to buy more than one cup so it was such a joy to find one that would work and to feel confident in my choice and in the process of introducing her to this new step.

Hannah, North Carolina

**Comments on a resource for "Protect Your Family From Lead With Healthy Foods" lesson**

"Fue un tema que poco sabía, pero ahora se que mi familia puede estar mejor. me encantó, gracias por la información."

"This was a subject I knew very little about, but now I know that my family can be better. I loved it, thank you for the information."

Brenda, CA

"Gracias por su informacion me ha sido muy útil."

"Thank you for the information. It has been very useful for me."

Jani, FL

**Comments on a resource for "Make Meals and Snacks Simple" lesson**

"Excelentes consejos para ponerlos en práctica aparte de ya. Muchas gracias."

"Excellent suggestions to put into place, starting now."

Claudia, NV

"Muy buena información para alimentar a mi hijo me gusto mucho gracias."

"Very good information to feed my son. I liked it very much thank you."

Catalina, OR

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